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| **SESSION** | **AUG/SEPTEMBER 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT303 – RETAIL MARKETING** |
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**Assignment Set – 1**

**1. Consumer takes different decisions based on degree of search, level of prior experience, frequency of purchase, amount of perceived risk, and time pressure. Justify the statement with suitable interpretation. 10**

**Ans 1.**

Consumer behavior is a multifaceted domain influenced by various factors, including the degree of search, level of prior experience, frequency of purchase, amount of perceived risk, and time pressure. Each of these elements plays a critical role in shaping how consumers make decisions, and understanding their impact can provide valuable insights for businesses

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**2. A retailer does have multiple alternatives when decision has to be taken in respect of store location. Explain the relevance of statement with detailed explanation of categories of store location. 10**

**Ans 2.**

Retailers face a crucial decision when choosing a store location, a decision that can significantly impact their business's success. The statement underscores the variety of alternatives available to retailers, each with its unique advantages and challenges. This essay will explore the different categories of store locations and their relevance to a retailer's strategic decision-making.

The first category is shopping malls, a popular choice for many retailers. Malls offer a high

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**3. Define retail merchandising. Explain the steps followed in merchandise management process. 2+8**

**Ans 3.**

Retail merchandising is a comprehensive process that plays a crucial role in the retail industry. It encompasses various strategies and activities aimed at promoting the sale of products in retail settings. The primary objective of retail merchandising is to attract customers to a store, engage them, and motivate purchases, thereby driving sales and profitability for the retailer.

The merchandise management process is a systematic approach that retailers use to ensure

**Assignment Set – 2**

**4. Describe in detail various pricing strategies followed by the retailers to meet their short- and long-term objectives. 10**

**Ans 4.**

Retailers employ a range of pricing strategies to meet their short- and long-term objectives, adapting to market demands, customer expectations, and the evolving retail landscape. These strategies are critical in defining a retailer's position in the market, influencing both immediate sales and long-term brand loyalty.

**Penetration Pricing**: In the short term, retailers often use penetration pricing to enter a new

**5. There are various modes available with retailers for entering into international market. Explain in detail each mode with suitable instances. 10**

**Ans 5.**

Retailers have several modes at their disposal for entering international markets, each with unique advantages, challenges, and suitable instances. This exploration details these modes, providing insights into their practical applications.

**Exporting**: This is often the first step for retailers expanding internationally. By exporting goods, retailers can reach foreign markets without significant investment in local

**6. Online retail is emerging, and it is predicted to scale new heights. Interpret the statement with suitable explanation. Also, list the advantages and disadvantages of e-tailing in retail sector. 10**

**Ans 6.**

Online retail, often referred to as e-tailing, has been a transformative force in the retail sector, revolutionizing the way consumers shop and businesses operate. This trend is not only continuing but is also expected to reach unprecedented levels in the near future. The reasons for this are manifold, stemming from advancements in technology, changing consumer behaviors, and the increasing globalization of markets.

The advent of sophisticated e-commerce platforms and mobile apps has made online